AUTOMATIC WORLD

VOLUME 10 DECEMBER, 1939 NUMBER 1

Now YOU CAN PUT THE SMALL LOCATION TO WORK FOR YOU

Don't judge earning power by the size of a location. Cash in on small spots with Rock-Ola's sensational Luxury Lightup Counter Model. Contains all essential features that make DeLuxe and Standard Models such splendid profit-makers. Has 5c and 10c coin chute . . . moving, colored lightup effects . . . 99% slug-proof coin chute.

Reach out for new locations with Rock-Ola's Luxury Lightup Counter Models. Now every location, no matter how small, can be put on your profit list. Install Luxury Lightup, the phonograph with "Play Appeal!"

RMC

ROCK-OLA SELLS OPERATORS ONLY

ROCK-OLA
COUNTER MODEL PHONOGRAPH
WITH SEPARATE SPEAKER

Offers operators the most profitable solution for turning small spots or multi-room locations into big profit makers. 22⅜" high, 24" wide, 21" deep. Fully selective. Sturdy and durable. Separate movable speaker eliminates blaring at customers. Easily placed where most practical to achieve finest acoustic advantages. Offers exceptional dividends for small investment.

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

BOYLE AMUSEMENT CO.

522 Northwest Third Street — OKLAHOMA CITY, OKLA.

Telephone 7-5631

FISHER BROWN

2206 South Harwood Street — DALLAS, TEXAS

Telephone 4-6131

UNITED AMUSEMENT CO.

310 South Alamo Street — SAN ANTONIO, TEXAS

Telephone Cathedral 14311

STELLE & HORTON

1513 Louisiana Street — HOUSTON, TEXAS

Telephone Fairfax 4096

LOUISIANA AMUSEMENT CO.

822 Carondelet Street — NEW ORLEANS, LOUISIANA

Telephone Raymond 1770

AUTOMATIC WORLD

120 St. Louis Avenue

FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

LET'S TALK BUSINESS AND NOT WAR

Unfortunately, the war in Europe can't be confined to Europe. It overflows into our radio broadcasts and it dominates our newspaper columns here in America. But there is one place where we should draw the line. We should keep it out of our conversation when we are out to sell.

Radio stations learned their lessons early. From the extreme of the beginning, when war news was interrupted only occasionaly by regular programs, the big broadcasters soon put the war back where it belongs—in the regular news broadcasts.

War news should be kept in its place. In limited doses, it helps to build a radio audience. Accurately told, it sells newspapers. But newspapers are the only things war news does sell. It will not sell your machines and products.

Sometimes buyers will encourage you to talk about the war. It's a fascinating topic. But it's not a stimulating topic. It reminds them of death and destruction. It paralyzes any impulse they have to buy.

Change the subject as quickly as you can when a prospect mentions war news. Talk about the beauty, utility and quality of your products.

More people are at work and more money is in circulation. Thus the potential market for machines and products has been increased. We can turn the potentiality into actuality by intelligent, aggressive, cheerful salesmanship. Let's talk business and not war.

THANKS A MILLION AND MERRY CHRISTMAS

As we are about to wind up the year's work and enter into another happy Christmas season, we are glad to pause and walk back through the halls of memory and thank all our advertisers and readers for their every consideration and cooperation during 1939. It has been a happy year for us and you have helped to make it so. We only hope that you have found something worthwhile in every issue of AUTOMATIC WORLD you have read during the year that is fast slipping away. We promise you a good job during 1940.

We are not capable of mustering words toether sufficient to epress to you our hearty thanks for your good support during 1939. There is too much within our heart's desire to even attempt to tell you with words. So, we will say to you THANKS A MILLION AND OUR BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR. . .

A.B.T. TARGET SKILL

Every operator should write in for the A.B.T. booklet "OPENING." Just write a letter or postcard to A.B.T. Manufacturing Co., 715 North Kedzie Street, ask for their booklet and a copy will be mailed you.

This booklet shows the A.B.T. target skill games in various colors and styles. It also gives an interesting history of the A.B.T. organization and its executives with many attractive photos.

The A.B.T. tarket skill games are among the best counter units to be had today. They are easily placed, are legal and certainly demand attention by their beauty.

GROETCHEN MACHINES TO BE IMPROVED

The Groetchen Tool Company have announced that they will soon come out with a "Clock Motor" on their new Mercury and "Sparks'" Token Payout Games.

Heretofore, a vacuum pump was used to govern the timing on these machines; however, vacuum pumps are very much subject to variation by the weather, running slow in cold weather and fast in hot weather. This mechanical, gear-driven Timing Clock results in a constant speed and gives much better performance of the machine all the way round.

Among the new machines which Groetchen is going to announce shortly, there are "Sugar King," a light-up Console with a complete slot machine mechanism inside; "Imp," a real modern miniature-sized counter game, being priced extremely low; "Zoom," a fascinating skill counter game; and others.

ED BROWN BUSY

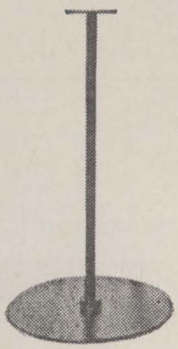
Ed Brown, Dallas, Texas, Oklahoma, Arkansas and Louisiano factory representative for the National Cigarette Machine, is covering a lot of territory these days in the interest of his line. Ed says that the National machine is meeting with a hearty reception everywhere in his territory.

Brown will visit the big show in January.

Uncle: "I hope my boy, that you believe in Santa Claus."

Little Waldo: "Only as an institution, uncle; not as an entity."

IRON STANDS



FOR PEANUT AND BALL GUM MACHINES

PRICE $1.50 EACH

F.O.B. Fort Worth

Shipping Weight 25 Lbs. Each

F. C. EWING CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851

FORT WORTH, TEXAS

W. H. NEWELL, Owner JIMMIE TEMPLE, Mgr.

FORTEX SALES COMPANY

282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards

We do not operate any punch boards and nobody has authority to use our name or operate under it.

OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.

Always the best in Punch Boards.

Phonograph Operators

The 1939 VELVETONE 2000-Play Needle

Is Now the Peer of Them All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

DECCA RECORDS

Decca Records have always been the operators' friend—The biggest hits first—best selling artists—and the only wholesale factory record service for ops in the business—ALL AT A LOW PRICE.

New Dick Robertson Hits

only on Decca Records

2845—Oh Johnny, Oh Johnny, Oh! .....
Lilacs in the Rain

2828—Hello, Mr. Kringle
Somebody told me They loved me

2827—Come Love
Are You Havin' any fun?

2807—I only want a buddy not a Sweetheart
Who did you meet last night?

Be sure you are on our weekly mailing list.

DECCA DISTRIBUTING CORP.

517 Canal St., New Orleans, La.

508 Park Ave. Dallas, Texas

1313 Dallas Ave., Houston, Texas.

72 Central Ave. S. W., Atlanta, Ga.

632 Madison Ave. Memphis, Tenn.

GOOD PHONOGRAPHS DESERVE

"CALCUTTONE"

AMERICA'S FINEST PHONO NEEDLE

SAMPLE — 35c LOTS OF 25—28c
LOTS OF 10—31c LOTS OF 100—25c

ALL OTHER PHONOGRAPHS NEED THEM!

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

Please mention Automatic World when answering advertisers.

This is one of the lounge cars Southwest operators will use during their trip to the Chicago Coin Machine Show. Have you made your reservation yet? If not, do so and travel with the delegation. Lots of fun in store for you.

DECCA RECORD

POPULAR DANCE AND VOCAL

2840—Oh Johnny, Oh Johnny, Oh!
South American Way
Andrews Sisters with Vic Schoen and His Orchestra

2841—Bless You
I Don't Want Sympathy, I Want Love
Ink Spots

2845—Oh Johnny, Oh Johnny, Oh!
Lilacs in the Rain
Dick Robertson & His Orch.

2836—It's a Wonderful World
Honestly
Jan Savitt & His Orch.

2816—My Wubba Dolly
You're Gonna Lose Your Gal
Ella Fitzgerald

The smiling gentlemen above are Ben Boldt, Rock-Ola Advertising Manager, just about to sign contract for Rock-Ola's Sports Review Radio Program; E. S. Mittendorf, WIND Program Director; and standing, left to right: Fred Kane, WIND Sales Representative, H. L. Bauer, Rock-Ola Assistant Advertising Manager; and F. T. McCain, Account Executive.

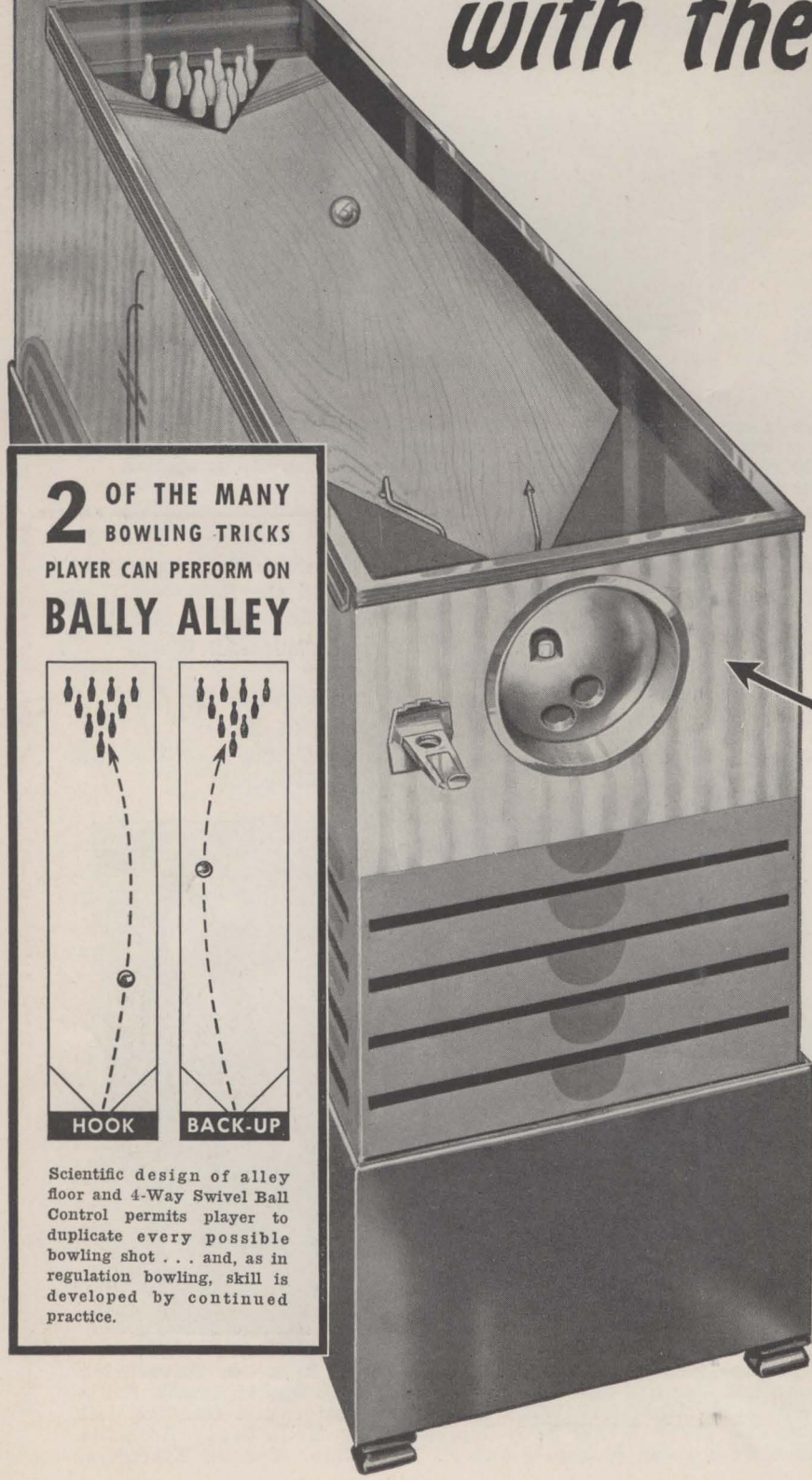
Get a "THREE-FINGER"

1 GREATEST PLAY APPEAL

2 TROUBLE-PROOF MECHANISM

with the sensational

3 SPEEDY DELIVERY



2 OF THE MANY BOWLING TRICKS PLAYER CAN PERFORM ON

BALLY ALLEY

Scientific design of alley floor and 4-Way Swivel Ball Control permits player to duplicate every possible bowling shot . . . and, as in regulation bowling, skill is developed by continued practice.

New GRIP-A-BALL

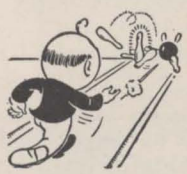
4-WAY SWIVEL ACTION

AIM & SPEED CONTROL

Ball used in BALLY ALLEY is propelled on a revolutionary new KINETIC-ENERGY principle, permitting player to control accurately, not only the *direction*, but also the *speed* of each ball. Magnetized ball is spun at the terrific rate of *5,000 to 15,000 revolutions per minute* . . . then released by special Thumb-Trigger in the Grip-a-Ball Control. 4-way swivel action of Control enables player to aim, to put "English" on the ball, to deliver perfect bowling shots. Speed of ball increases as it nears the pins—but, whether the player delivers a crashing speed shot or a slow hook, ACCURACY determines the score.

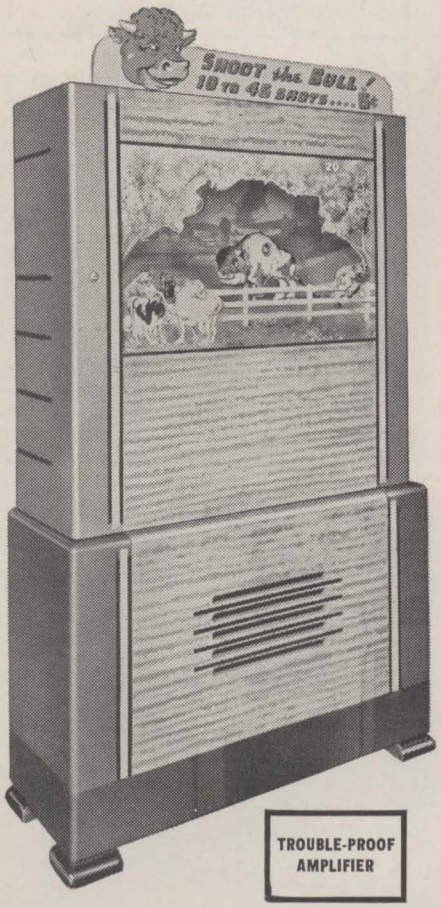
GRIP on big bowling profits

BALLY ALLEY



At last a bowling game that duplicates all the "umph" of bowling . . . not merely the thrill of smacking down the pins . . . but also the satisfaction of a **realistic bowler's grip . . . and full player-control over aim, curve AND BALL-SPEED!** BALLY ALLEY is based on standard bowling rules . . . with **STRIKES, SPARES, HOOK-SHOTS** and all the tricks of real bowling. Although plenty of skill and practice is required to build up high scores, BALLY ALLEY is actually so amazingly simple that anyone—man, woman or child—can step up and enjoy the thrill of real bowling. Thus **bowlers and non-bowlers** flock to BALLY ALLEY for fun, thrills, excitement . . . insuring big steady profits to operators—and freedom from legal worry!

BALLY ALLEY is the skill game coin machine operators have been crying for! And thanks to the new Kinetic-Energy or Spinning Ball Principle—**which puts the skill in the player's hand and eye**—BALLY ALLEY is the first really new skill game in years . . . **the game that puts all territory back on the big-money map!**



BULL'S EYE

RAY GUN TARGET GAME

Here's the game that puts the $ sign back in so-called clo$ed territory! Bally's BULL'S EYE is designed to catch the play in a hurry . . . **and to hold the play month after month.** Designed to fatten your bank-roll today **and be your meal-ticket machine** for many months to come! If steady, substantial profit — and freedom from legal worry — is your aim, hit the bull's eye by ordering BULL'S EYE today!

FRANCHISE TERRITORY
still open on BALLY ALLEY and BULL'S EYE
WRITE! WIRE! COME IN!

BALLY MFG. COMPANY
2640 BELMONT AVENUE CHICAGO

96 EXCITING HOURS at the Show

By Herb Jones

● Now is the time of the year when operators, jobbers and distributors begin to think about the Annual Coin Machine Show. "Should I plan to go?" "What does the Show offer me, as a business man in the coin machine industry?" "What appeal does the Show hold for me as an individual seeking a change from the routine of daily affairs?" These are the questions coin-machine men are asking themselves, consciously or unconsciously.

HERB JONES: Advertising Manager, Bally Mfg. Company, chairman of 1940 Show Publicity Committee.

The answer to all such questions regarding the 1940 Coin Machine Show, to be held at the Sherman Hotel, Chicago, January 15, 16, 17, 18, 1940—the answer is neatly summed up in the phrase: SOMETHING DOING EVERY DAY! Every man in the industry will find plenty to interest him—ideas for increasing profits, new machines of every type, stimulating get-togethers with other men in the industry, a crowded program of diversion and entertainment.

The Exhibition of machines, sales devices and merchandise will far surpass that of any previous year. Already—and I am writing two months in advance of the Show—the greater part of the exhibit space has been reserved; and all of us who are in daily contact with the progress of the show are convinced—in fact, we **know**—that the "Sold Out" sign will go up many weeks before the opening day of the Show. The Main Exposition Hall, the Mezzanine Floor and the Grand Ball Room will be packed, as never before, with equipment which will make the proud offerings of even last year look like relics out of an antique shop. **Smart operators, jobbers and distributors have already sensed the fact that the 1940 Show will produce startling revelations in profit-producing products and THEY HAVE MADE UP THEIR MINDS TO BE THERE!**

In fact—and this point deserves a separate paragraph—the really wide-awake coin-machine man who, not only wants to be in business in 1940, but also wants to see his business grow—**he knows he's got to attend the Show!**

In addition to a record-smashing Exhibition, an unusual program of extra events will be presented—SOMETHING DOING EVERY DAY!

The week of the Show has always been in the nature of a "Home-Coming" Week for coin-machine men. Accordingly, the 1940 Show will start off on the first day with a "Home-Coming" Luncheon at which coin-machine men will have an opportunity to meet old friends, to hob-nob with associates, to renew old acquaintances—in short, to get into the swing of the Show.

Following the "Home-Coming Luncheon, Dr. Preston Bradley, guest of honor, will speak on the subject of "Tolerance." The address will be broadcast over WJJD. As one of the world's most forceful and entertaining speakers, with a large radio audience, Dr. Bradley has a message of vital interest to coin-machine men who recognize the importance of "Tolerance" to the continued prosperity of the coin machine industry.

On the second day of the Show, when most operators, jobbers and distributors catch up on sleep lost the night before, there will be a Noon-Day Celebrities Breakfast at which stars of the Chicago stage and night spots will entertain. In addition to dozens of skits by performers, many outstanding personages will be presented, including a smashing surprise feature. I have had a peek at the list of celebrities scheduled to "do their stuff" at the Tuesday Breakfast, and I say that this event alone is well worth the trip to Chicago—a delicious and generous meal, plus a feast of talent such as you could not obtain in a steady week of night-clubbing!

Wednesday is the day for business. On this day, Coin Machine Industries, Inc. will arrange to fur-

PROGRAM OF THE 1940 COIN MACHINE SHOW

MONDAY, JANUARY 15

Exhibit Hours:
10:00 a.m. to 12:00 noon
2:00 p.m. to 10:00 p.m.

Home-Coming Luncheon: 12:00 noon. Followed by Dr. Preston Bradley, Speaking on "Tolerance:" 1:30 p.m. to 2:00 p.m.

TUESDAY, JANUARY 16

Exhibit Hours:
2:30 p.m. to 10:00 p.m.

CELEBRITIES BREAKFAST:
12:00 noon to 2:00 p.m.

WEDNESDAY, JANUARY 17

Exhibit Hours:
12:00 noon to 10:00 p.m.
Entire day reserved for meetings of operator, jobber or distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

THURSDAY, JANUARY 18

Exhibit Hours:
10:00 a.m. to 3:00 p.m.

ANNUAL BANQUET: 7:00 p.m.
Followed by dancing.

DICK HOOD, in charge of 1940 Banquet Show, promises a greater galaxy of gorgeous girls than ever before

nish operator, jobber and distributor associations—in any section of the industry—with facilities for their business meetings. A number of large state organizations have already scheduled meetings during the Show; and associations which have not yet arranged for facilities are sincerely invited to do so. Many of the most beneficial and profitable ideas in coin-machine history have come out of such group meetings; and many operators, jobbers and distributors will regard these meetings as their most important reason for attending the 1940 Show.

The grand finale of the Show will, of course, be the Annual Banquet and Dance on Thursday night. A multitude of Door Prizes will be awarded—more than ever before. The grand banquet will be followed by a superb night-club floor-show, then dancing. Entertainment is in the capable hands of Dick Hood, the master showman who has produced so many memorable Banquet Shows in past years. As originator and director of the famous Streets of Paris at the Chicago World's Fair, Dick Hood understands the fine arts of mingling various acts to insure enjoyment to all. He has lined up a sensational show for 1940, and a big time is positively guaranteed.

Interwoven with the official program is the festivity, fun and frolic which coin-machine men never fail to find in Chicago's numerous night-spots and at the private entertainments of manufacturers. Many coin-machine man has found the high spot of previous Shows to be some unexpected bit of hilarity, after the day's business is done; and in the expectation of finding again the carefree merriment of such a moment he determines not to miss the 1940 Show.

My answer to the coin-machine man's question is not complete. The slogan should read: "SOMETHING DOING EVERY DAY — AND NIGHT!" In other words, 96 EXCITING HOURS!

ROCK-OLA TAKES TO THE AIR LANES

In a surprise move, unprecedented in the history of the coin-operated phonograph field, the Rock-Ola Corporation, manufacturer of Luxury Lightup Phonographs, has added radio to its present extensive advertising program. The Rock-Ola broadcast will be heard daily except Sunday over Station WIND. Sport highlights and important news announcements will be featured by well-known announcers.

David C. Rockola, president, in commenting upon the move, said: "In going on the air, we open a new field for distributor and operator cooperation. We consider this step further evidence of our desire to work closely with every individual depending upon the popularity of Luxury Lightup Phonographs for improved earnings."

Ben Boldt, advertising and sales promotion manager, was very enthusiastic over the radio program. "This is only the first step in Rock-Ola's NEW Distributor-Operator Cooperative Program. It will stimulate new interest and build to a higher level the public's appreciation of automatic phonographs and also create a great new following for Rock-Ola's Luxury Lightup models."

One-well known operator, upon hearing this latest development at Rock-Ola, had this interesting comment to make: "When there is anything new to be done, we operators have learned to watch Rock-Ola, for if they have not already gone into action, it is only because they never start anything unless they can bring it to a successful conclusion. "I am convinced that every Rock-Ola distributor and operator will receive direct benefits from this new radio program."

OPERATORS AND LOCATIONS GOING FOR NEW 39 BELL

We don't mean to appear braggy, but the popularity of the Model 39 Bell has surpassed even our fondest hopes. In response to our liberal trial offer in the last issue of the Northwesterner, operators all over the country tested the Model 39 Bell on their routes and placed additional orders with remarks such as:

"My compliments and thanks to Northwestern for producing another winner for operators!" "I didn't know it was possible for one machine to do so much for my route!" "The Model 39 Bell has actually doubled the earnings of my other machines!" "There's never been a machine like it!"

Why is the Model 39 Bell such a sensation? The answer is really very simple. Every operator realizes the superior construction and many outstanding features both mechanically and in serviceability of the regular Model 39. You all know, too, of the great fascination the general public has for an opportunity to get something for nothing. When you add this penny back feature to a machine already proved the operator's ideal vender, you're bound to have an all around favorite with both the general public and operators.

Yes, sir, this new unit really rings the bell--it's a profit producer you've never seen the likes of. But are you going to let the other operators get all the benefit of this startling new Northwestern—not if you're the up and coming operator we think you are.

Don't let this one slip through your fingers if you want to get some real business from your machines during the coming winter months—and, for that matter, for several years to come.

We have your Model 39 Bell all ready for shipment. How about telling us to go ahead, that you, too, would like to have your share of the profits this new sensation will provide?

Just write Folsom & Brown, 2206 South Harwood, Dallas, Texas.

BARGAIN
IN
Rock-Ola Phonographs
12 record Rockola Phonographs
$35.00 EACH
Used records $2.00 per hundred.
PACO BETANCOURT
San Benito, Texas

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"

Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.
50 @ 7c each—Total $3.50
100 @ 5c each—Total 5.00
250 @ 4c each—Total 10.00
500 @ 3½c each—Total 17.50
Write for Circular on
BRASS TRADE CHECKS
Established 1872
W. W. Wilcox Mfg. Co.
564 W. Randolph St., Chicago

BALL GUM
ALL SIZES
FLAVOR THRU and THRU
PERFECTLY ROUND
Watta Polish
Protective Packing
NEWARK N.J.
AMERICAN CHEWING
128 Mt. Pleasant
DISTRIBUTED BY:
M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas

★★★ STARS ★★★

Will Shine at Noon!

By JACK NELSON

Vice-President and General Sales Manager Rock-Ola Corporation

● Has your favorite astronomer told you? Stars will still be shining at 12:00 noon on Tuesday, January 16th! But you won't be able to see them anywhere except at the Celebrities Breakfast at the Hotel Sherman on the second day of the 1940 COIN MACHINE SHOW—January 15, 16, 17, 18.

Furthermore, these stars are going to be of a very special type—the kind that sing, dance, laugh and entertain at Chicago's night-spots—stars of stage, screen and radio gathered together to make this the most long remembered event of 1940 Show time.

If you attended the Celebrities affair last year, it won't take any urging to bring you out for the fun. For those among you who missed this part of the 1939 Show, this is a wonderful opportunity to catch up with the crowd. Show time comes but once a year. It's your Show. The fun, action and entertainment is for you. So get your share of relaxation. After a little play you'll go back to your daily activities with all the zest and vigor so necessary to this business. So hop on the fun wagon for a ride of thrills!

You'll be interested to know, too, that the Breakfast is from 12:00 noon to 2:00 p.m. This will give you plenty of time to recuperate from an exciting first day and be full of pep for the big surprise feature. And this alone, we promise you, is worth your trip. We won't mention another word about this big special surprise except you'll be plenty disappointed if you don't attend.

Jack Kelner of Rowe Mfg. Company, maestro of last year's Celebrity affair, has again assembled a dazzling planetarium of stars to entertain at the 1940 Celebrities Breakfast.

BANQUET SHOWS of by-gone years will be excelled at the 1940 Coin Machine Show, according to C. M. I. officials.

In addition to seeing and hearing stars at this most unusual noonday Breakfast, you will also have opportunity to talk with many outstanding personages.

The Celebrities Breakfast on Tuesday and Dr. Bradley's important message on Monday are a good sample of what you can expect at the 1940 Show. There will be something entertaining and interesting every day, and to top it all off on January 18 there will be a grand and glorious party.

The 1940 Annual Banquet will far surpass any such event in previous years. The grand banquet will be followed by the finest night club floor show available. Many of your radio favorites will be there in person to entertain, plus a big-name band to keep everyone dancing. And, of course, there'll be door prizes. Not just a few, but many! So this gives you an exceptional opportunity to walk off with a very worthwhile remembrance of the Show.

What, did someone ask, "Is there only going to be one show?" Yes, you're right! But WHAT a Show!

One farmer went out to his turkey roost and asked his finest gobbler: "How would you like to fill in at our Christmas table?" To which the turkey disdainfully replied: "Don't ax me!"

GET KIRK'S GUESSER SCALE
PENNY BACK IF YOU ARE RIGHT
WITH THE "watch your heart beat" FEATURE
GREATEST LEGAL MONEY MAKER EVER BUILT
all mechanical operation
C.R. KIRK & CO. 2626 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

Announcing
The Industry's Best Buy
KING JR. $3.95

"King Jr." the finest vendor value ever offered, has an extremely wide range of use because of its compact size, beautiful design, and low price.
Order from your jobber or factory.

Automatic Games
2425 Fullerton Ave.,
CHICAGO, ILL.

FAST GROWING FORT WORTH FIRM MOVES TO NEW, LARGER QUARTERS

The Star Coin Machine Company, Ft. Worth, Texas, is one of the Southwest's fastest growing operating and distributing concerns. It is headed by two well known coinmen, Willard M. White and Ben McDonald, both of whom have had a number of years in the operating business and have been very successful.

The firm is located at 1500 West

Miss Captola Gibson, who presides over the front office of the Star organization.

25th street in a large modern building that affords ample floor space for display rooms, offices, store rooms and shop space. Front office is presided over by Miss Captola Gibson, an attractive little lady who is familiar with the coin machine business due to her association with same for several years.

The firm's operating divisions consist of amusement, music and merchandise with each division operating under its own wing. The exclusive operating franchise of the National Cigarette Venders has just been contracted for and a large string of the machines will be placed on location.

A large fleet of service trucks are used by the Star organization and about fifteen people are employed. Operation activities are in the Ft. Worth and surrounding area, however, the firm plans to take in extensive rural operations during 1940.

They are West Texas Distributors for the H. C. Evans & Company famous bowling game "Ten Strike." All West Texas operators are invited to see this marvel money-maker on display in their showrooms or write for full details. "We are selling more of the bowling game "Ten Strike" than we can secure right now, however, we have been promised larger shipments shortly," said Mr. White. Both boys are prone

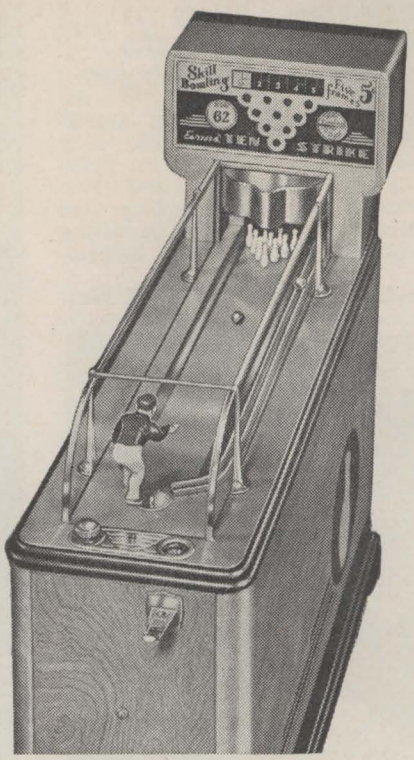
Ernie Stanton, famous star of stage and radio, enjoys a game on "Ten Strike" at the showrooms of the Star Coin Machine Company. Willard M. White and Jack Tatum look on.

The home of the Star Coin Machine Company, Fort Worth, Texas. From left to right, Ben McDonald, Frank Ball, L. D. Fread, Jack Tatum, Dave Tomlin and Willard M. White. All are members of the firm except Ball, who is an independent operator.

ANNOUNCEMENT

The H. C. Evans & Co. announces the appointment of The Star Coin Machine Co. of Fort Worth, as exclusive West Texas Distributors of their sensational new game "Ten Strike."

The Star Coin Machine Co. invites all West Texas operators to drop in their show rooms and see this new legal money maker.



STAR COIN MACHINE COMPANY

1500 W. 25th Street **Phones 6-5411, 6-5412** **Fort Worth, Texas**

WILLARD M. WHITE WRITE, WIRE OR PHONE BEN McDONALD

to agree that "Ten Strike" is the salvation for the Texas operators.

A complete repair shop has been installed and all types of repair and reconditioning of coin machines will be done. They will also buy and trade anything that has a coin chute. If any operator has machines he wants to trade, see the Star Coin Machine Company.

Ben McDonald, Star Coin Machine Co., right, and Ed Brown, Dallas, factory representative for National Cigarette Machines, talk things over.

They also want the trade to know that their doors are never closed. A twenty-four hour service is offered at all times. Two telephones keeps a line open to their place at all times and plenty of parking space for visitors and customers is provided.

Operators, Willard and Ben are two swell fellows to do business with and they want you to make their place your headquarters when in Ft. Worth.

'MILE-A-MINUTE' BALL ON BALLY ALLEY

An interesting sidelight on the Bally Alley bowling game recently revealed by Ray Moloney, president of Bally Mfg. Company concerns the speed of the bowling ball. "Although there is a certain amount of Einstein to my calculations," Moloney explained, "the figures do show a terrific speed—certainly greater than ever before attained in any coin operated machine. This is due to the manner in which the ball is propelled. A magnetized ball is held in a magnetic 'clutch' and rotated at a rate of 5,000 to 15,000 revolutions per minute. The scientific lads at the factory tell me that the ball is then storing up a charge of kinetic energy, just as a storage battery is charged with electric energy. When the Trigger is released, thus releasing the ball from the magnetic 'clutch' device, that stored up energy goes to work and propels the ball.

"The ball diameter is one and a half inch, so the circumference is a little less than four and three-quarters inches. In other words, one revolution propels the ball about an inch and three-quarters. Taking the maximum speed of 15,000 r.p.m., the ball travels 70,686 inches or 5,890 feet per minute. Of course the science sharks, who are always taking the joy out of life, say that the coefficient of friction cuts this down considerably, but the fact remains that the ball really travels.

"On the other hand, the player can, if he desires, release the ball for a slow hook that just ambles up the alley and calmly nudges the No. 1 and No. 3 pins for a neat strike. This is part of the triple control player has over the ball—control over aim, control over speed, control over hook, 'English' or curve. And this control is the reason why players are flocking to Bally Alley wherever it is placed on location."

Customer: "These hose came from your store, but they aren't worth a darn. They went through the very first day I wore them."

Haberdasher: "Great Scott, you didn't put them on and wear them, did you? They weren't intended to be worn. They were designed solely for Christmas presents."

Stop Feeding Your Profits to the Pigeons!

By H. F. BURT, Automatic Games

● Operators today have many new conditions to face in the bulk vending field. One of the most important of these is increased competition; and with this comes a decrease in location earnings.

It was only natural, in the trying period of the last few years, that many people entered this self-supporting and profitable business. A few hundred dollars and a minimum of energy would establish a definite and secure income.

The invasion of this field by a large number of new operators brings us to the point of this article. "More locations with less investment." The dyed in the wool old time operators will say this is impossible. We disagree to the point of saying that it is not only possible but absolutely necessary, if the smaller operators are to survive. Any operator with experience will admit that earnings per location have been smaller. The solution to this is unquestionably more locations to augment the weekly or monthly profit.

To do this an operator must be willing to accept more locations that do not warrant or earn enough for expensive equipment. By following this rule, the larger and more expensive vendors can be utilized only on spots that produce a proper turnover in merchandise. Thus, waste in stale merchandise is eliminated and you have less investment in the poorer locations.

It is a startling fact that a small vendor will often **make more money** than a larger one due to the fact that it can be kept full and fresher merchandise can be vended.

Another phase of the vending business that is extraordinarily profitable, and has little or no competition, is the vending of breath pellets. In the larger towns and cities that are overcrowded with peanut and ball gum vendors, operators have no trouble in placing pellet machines.

Pellet vending brings fancy profits of $1.00 to $1.25 per pound. With good equipment to be purchased so reasonably and little service necessary, this is one of the most satisfactory phases of the vending industry.

Because we have realized for some time that operators must be supplied with real professional equipment in a smaller size, we have spent many months in combining all the good features of the larger expensive vendors into a low cost junior line. It is of unusual strength, good looks, and trouble free operation, and we are now introducing it to the trade as "KING JUNIORS."

Since our first announcement of "KING JUNIOR" orders have been pouring in, far beyond our wildest expectations, and rightly so. "KING JUNIOR" represents the greatest vendor value of all times.

ROCK-OLA'S 1940 PROGRAM is new from the "ground" up, as indicated by the above photo showing preparatory work for the installation of two giant 15-ton punch presses at the Rock-Ola plant. These presses will be set up on a level with the second floor, which necessitates two 8-foot square concrete foundations set eight feet into the earth and towering twenty feet to the ceiling. The purpose of setting up these machines on the second floor is to keep all presses, both light and heavy, together for more economical handling of materials. Each press has a pressure capacity of 100 tons and represents an important move forward in Rock-Ola's expansion program.

HOUSTON NOTES

Hans Von Reydt, one of the well known coinmen of South Texas, is now selling Rock-Ola phonographs. He will continue with his business establishment on South Main as headquarters; Miss Josephine Cruz remaining as secretary.

* * *

Operator "Fatty" Cloud of Bryan, Texas in the City buying a bunch of records; then forgetting business for a few hours to take in the Rice-Baylor football game.

* * *

Likable R. N. McCormick of New Orleans, Decca manager, spent December 1st. in Houston. Bill Morris, Decca Representative in San Antonio was also in the City on that date.

* * *

About November 15th the Commercial Music Co. opened a branch office on South Travis Street with Paul P. Beardsley as manager. They will distribute Wurlitzer Phonographs in Houston and South Texas territory.

On Dec. 1st. Commercial Music Company held an all day open house celebration that was attended by local operators and several from other Cities. Wurlitzer officials including Mike Hammergren, General Sales Mgr.; R. S. Bleekman, District Mgr.; and Leo Pasciak, Factory Service; were present to assist Mr. Beardsley with the entertainment. Refreshments served throughout the day.

* * *

L. R. Gardner reported that the new modernistic A.M.I. Wall box was well received by South Texas music operators. The new box went on the market about a month ago and since then installation crews have been working overtime getting new locations equipped.

NEW PROFITS AND A NEW "KING"

Many vending operators throughout the country are turning to Automatic's new "KING JUNIOR" as the solution to one of their most troublesome porblems. "More locations with less investment" and no stale merchandise is the goal.

The new "KING JUNIOR" is just the right size for slower locations, as well as the last word in vendors for breath pellet operation, booth operation, etc. At the remarkably low price quoted for real professional equipment it is one of the best buys in the industry.

Since the first announcements a few weeks ago, production has reached unbelievable figures, and the entire industry is becoming small vendor conscious.

Prof. (taking up quiz paper): "Why the quotation marks on this paper?"

Student: "Courtesy to the man on my left."

Professor: "Young man, how many times have I told you to get to this class on time?"

Student: "I don't know, I thought you were keeping score."

Where the catalin meets the cabinet—Mills Throne of Music.

REMEMBER, ONLY ONE SHOW FOR 1940

Make Your Plans Now to Go to CHICAGO

A UNITED INDUSTRY HOLDING ONLY ONE SHOW

To attend the National Convention of the Coin Machine Industry sponsored by Coin Machine Industries, Inc., to be held January 15-18, 1940, Sherman Hotel.

The Transportation Committee has selected the following Official Route:

TEXAS AND PACIFIC RAILWAY FROM NORTH TEXAS, MISSOURI PACIFIC LINES FROM SOUTH TEXAS TO ST. LOUIS—THENCE CHICAGO AND EASTERN ILLINOIS RAILWAY ST. LOUIS TO CHICAGO

◆

High Grade Solid Steel Sleeping Cars will be operated through to Chicago for our party.

•

Make your reservations early. Address your application to

TOM MURRAY
AUTOMATIC WORLD
120 St. Louis Avenue
Fort Worth, Texas

•

Obey that Impulse, DO IT NOW!

◆

From	Schedule	Date	Road	Round Trip	One Way Lower
Lv. El Paso	9:00 p.m.	Jan. 12	T&P	$63.15	$10.80
Lv. Abilene	10:20 a.m.	Jan. 13	T&P	49.65	9.75
Ar. Fort Worth	2:40 p.m.	Jan. 13	T&P	42.95	7.35
Lv. Amarillo	10:05 p.m.	Jan. 12	FW&DC	45.70	10.00
Lv. Wichita Falls	3:40 a.m.	Jan. 13	FW&DC	43.50	*7.35
Ar. Fort Worth	6:35 a.m.	Jan. 13	FW&DC	42.95	7.35
Lv. Fort Worth	3:05 p.m.	Jan. 13	T&P	42.95	7.35
Ar. Dallas	3:50 p.m.	Jan. 13	T&P	42.95	7.35
Lv. Temple	12:43 p.m.	Jan. 13	MK&T	48.50	*7.35
Lv. Waco	1:35 p.m.	Jan. 13	MK&T	46.95	*7.35
Ar. Dallas	3:50 p.m.	Jan. 13	MK&T	42.95	7.35
Lv. Dallas	4:00 p.m.	Jan. 13	T&P	42.95	7.35
Ar. Longview	6:40 p.m.	Jan. 13	T&P	39.45	7.35
Lv. San Antonio	9:00 a.m.	Jan. 13	MP	54.80	9.45
Lv. Austin	11:02 a.m.	Jan. 13	MP	51.20	8.95
Lv. Houston	12:30 p.m.	Jan. 13	MP	49.90	8.70
Ar. Longview	6:25 p.m.	Jan. 13	MP	39.45	7.35
Lv. Longview	6:40 p.m.	Jan. 13	T&P	39.45	7.35
Lv. Texarkana	8:45 p.m.	Jan. 13	MP	35.35	6.60
Ar. St. Louis	8:30 a.m.	Jan. 14	MP		
Lv. St. Louis	8:50 a.m.	Jan. 14	C&EI		
Ar. Chicago	1:45 p.m.	Jan. 14	C&EI		

*Indicates Pullman Fare from Fort Worth or Dallas

◆

YOUR TICKET SHOULD READ

"SUNSHINE SPECIAL"

TO ST. LOUIS

THENCE

CHICAGO & EASTERN ILLINOIS RAILWAY

TO CHICAGO

◆

TEXAS DELEGATION TO BE LARGEST

It looks like Texas will have the largest delegation of coinmen to unload in the Windy City on January 14th. Reservations on the special train are piling up daily and many more are yet to be made. Houston, Beaumont, San Antonio, Galveston, Waco, Austin, Temple, Wichita Falls, El Paso, Abilene and many other towns will have a large representation on the special train which leaves Dallas at 4 P.M. January 13th.

Remember to make your ticket read Sunshine Special to St. Louis, thence Chicago & Eastern Illinois Railway. The special Pullman cars will go all the way through to Chicago. No changing cars after we leave Dallas.

Remember, there will be plenty of fun on the train. Games and entertainment and lots of refreshments. Be with the gang. Have a lot of fun going to the show. Jim Gilmore and his band will be on hand to greet the Texas delegation when they step from the train in Chicago. Another greeting will be extended the Texas group in the Hotel Sherman lobby. Make your arrangements to go with the gang.

See complete railroad schedule at top of this page.

GROETCHEN METAL TYPER GOING BIG

Groetchen's "METAL TYPER" continues to meet with a huge success everywhere. It is one of the 1939 steady money-making machines for operators—a device that will be making money five, ten and fifteen years from now. It creates a steady flow of coins into the operator's bank account.

Recently a number of chain store organizations such as Neisners and Walgreen Drug have closed contracts for the installation of a substantial number of Metal Typers.

Smaller towns, like shopping centers for farmers and trading squares in county-seat towns, make excellent spots for the Metal Typer. The boys and girls from the rural sections take a great delight in stamping their names on the metal plates the machine delivers.

Karl Klein, General Sales Manager for Groetchen, states: "Recently I was in West Virginia and looked over some Metal Typer machines with one of our local distributors, and found that in ten days one machine had taken in $43.60 in a dine and dance place. Another machine had gathered $18.00 within two days in a smoke house and the third machine $37.50 within a week."

MAKE $ $ $ WITH THESE A-1 USED MACHINES

7 Column Gorretta—Capacity 175 packs—open stand $11.50
7 Column Gorretta—Capacity 210 packs—with cabinet stand 17.50
8 Column Simplex or Monarch—Capacity 160 packs—with stand 15.00
7 Column Stewart McGuire (Du Grenier) Capacity 203 packs with Cabinet Stand 30.00
6 Column National—Capacity 180 packs—with cabinet stand 25.00
9 Column National—only 18 months—Capacity 270 packs 63.00
9 Column National—Special with Lights—Capacity 270 packs .. 70.00

F.O.B. Cleveland, 1-3 with order. Balance C.O.D.

UNIVERSAL DISTRIBUTING CO.

5508 Superior Avenue CLEVELAND, OHIO

Louisiana News

A marked increase in sales of coin operated equipment since cold weather has set in indicates that operators of pin games and phonographs in the metropolitan areas of the state and bell and console ops in the rural areas are looking for a big winter season. Right they should for there is every indication of a big year-end. As for New Orleans, the Sugar Bowl events are already a sellout with the big Green Wave of Tulane a sugar bet to play another unbeaten eleven, probably at this moment to be the big Texas Aggie team from College Station. The Tulane Stadium, home of the Sugar Bowl game, now seats 78,000 and this makes the spot one of the largest in the entire nation. No longer does the South have to look to California for the big event of the New Year holiday. The Sugar, Orange and Cotton Bowls can get along on their own merit with no confinement to local teams.

* * *

Well, it's soon All Aboard for the Windy City. Take a tip from where we sit. Louisiana and especially, New Orleans, is going to be well represented this time. No less than a score of big ops and distributors are not only sure of going but are planning to take their families with them to swell the delegation. If the Louisianaians could only once equal the contingency made up each convention by the Lone Star Staters, the Pelican State boys would be very happy indeed. Gottlieb's new Bowling Alley and Lite-O-Card games are busting records wide open and one just has to mention in the same breath such other popular games as Kenney's Big Six; Exhibit's Conquest; Stoner's Ali-Baba; Chico's O'Boy; Seeburg's and Bally's new rifle ranges and the grand looking new music machines by Wurlitzer, Seeburg, Rock-Ola and Mills.

* * *

Bill Bolles of the Rudolph Wurlitzer Company was down in the Crescent City for a few days in mid-November to confer with Jules H. Peres of the Peres Novelty Company, Wurlitzer distribs. Bolles made a flying trip to several other large points in the South and Southwest and reported that the South looked just as good from air as from the ground. Al Mendez, Wurlitzer's district sales manager, reported a marked increase in sales of phonographs during October and November.

* * *

R. N. McCormick, Southern sales manager for Decca records, reports a vast increase in sales of records this fall and credits music ops with important factors in the betterment. The Decca company recently expanded several of its offices in the South to handle bigger business. Following the removal into larger offices at Dallas in mid-October, the firm has also added room to its Memphis branch and its Atlanta office.

* * *

Distribution of Royal and Varsity records in Louisiana and Mississippi for the U. S. Record Corp., has been placed with the Melody Music Company, 922 Poydras street and Jules Peres, head of the firm, already is being forced to increase stock to take care of orders.

* * *

Finding it necessary to get more room for increased operations of phonograph and retail distribution of all leading records, the Morris Music Company, owned by Morris Karnofsky, has moved to the first block of South Rampart street, New Orleans.

* * *

Heard along the Bayous: It's Louis Boasberg, Jr., weight 8 pounds, at the home of the head of the New Orleans Novelty Company. Yes, mother is fine and dad and Granddad Mark have both weathered the occasion real well. .. . It was the pleasure of distribs and ops of New Orleans during November to meet the very cheerful Oscar Branch of THE AUTOMATIC WORLD. Here is a man that made friends quicker than Texans go for the Louisiana Praline. . . . The New Orleans Ops' prexy, Julius Pace, seen brushing off that famous black derby in preparation for his boys' march on the Windy City affair in January. . . . Harry Batt, the debonair op of Pontchartrain Beach, due to become first vice-president of the Beach Operators' national body at the annual convention this month at Chicago. Batt is head of the NAAPPB convention committee and at present second vice-president. . . . Carlos Miguez, head of service for the Great Southern Novelty Company still looking that way after 15 days married. . . . With two Keeney Big Sixes on location at the Sport Center, Manager Mark Boasberg reports increasing patronage since Turkey Day (23 in Louisiana). . . . Herbert Hoover promised us "Two chickens in the Pot" and Roosevelt gives us two Turkey Days. . . . Louisianians say Texas moved in favor of the two Turkey Days because the Lone Star state raised so many turkeys. Any objections. . . . Noticeable improvement in sales of cigarettes in all leading cities of the state, especially in Lake Charles, Shreveport, Baton Rouge and New Orleans. Operators of these kinds of vendors are adding to their line. . . . Wally Sipple, factory representative of the Arthur H. Du Grenier Company, on his way back to Memphis after selling several dozen new cigarette vendors in this area. . . . All records for attendance at football games south of the Mason-Dixon line has been set this fall by Tulane University. On three occasions this year, attendance at the Tulane games exceeded the previous all-time record set by Georgia Tech several seasons ago when 42,000 went to that game in Atlanta. At the Tulane games the attendances were 52,000, 50,500 and 47,500, respectively, for the first three weeks of November. This helped to swell patronage in downtown locations in the Crescent City. . . . Fred King of C. & N. Sales Company is not so optimistic as usual but manages to do a fair amount of business. . . . The New Orleans Novelty Company buying a line of about 70 new Keeney's Big Sixes. . . . Louisiana Supreme Court Nov. 27 finds the parking meter ordinance of Shreveport illegal, forcing out the sucessful meters in that city. The ruling also affects all other cities in the state and probably kills strong move of late in New Orleans to bring in meters to settle that city's parking problem. . . . Ed Rodriguez of the American Coin Machine Company sporting around in a new Packard Eight while his two next door neighbor ops use motor bikes.

FOR SALE

One 10c Roman Head Mills

Eight 5c Roman Head Mills

One 25c Extraordinary Mills

Ten 5c Blue Fronts

Four 5c Extraordinary Mills

Make me an offer on these.

ED. BROWN, Inc.

Phone 3-2229, 4605 Lindsley Ave.

DALLAS, TEXAS

Lettered on both sides
- ROUND
- OCTAGON
- SQUARE

SUPREME Special TRADE CHECKS

Brass, Aluminum or Steel

100	$3.50	400	$9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third cash, balance C.O.D.

SUPREME PRODUCTS CO.

333 N. Michigan Avenue
CHICAGO, ILLINOIS

"Best in the World"

VARIETY THE SPICE OF THE SHOW

By A. E. GEBERT
President Advance Machine Co.

● The above caption could well be used as a slogan for the 1940 Coin Machine Show to be held at Hotel Sherman, January 15 to 18.

Coin Machine Industries, Inc., under whose auspices this ONE and ONLY Show is to be held, has through its committees conducted its plans in a spirit subservient to the interests and welfare of the numerous distributors, jobbers, operators and other interested persons who will spend time and money to visit the Show.

A. E. Gebert

Among the various factors that enter into such a program is that of presenting new and complete lines of coin operated machines and devices in order that those who attend may in the few days comprising the Show period gain as much information as possible about coin machine development.

At this Show I am informed on good authority that many new coin machines will be demonstrated, some of which are outstanding and sensational.

Among the machines to be displayed are such as: Astrology, Amusement, Apples, Books, Pamphlets, Bottles, Candy, Confections, Cigars, Cigarettes, Coin Mechanisms, Electric Shockers, Fortunes, Gum, Handkerchiefs, Marbles, Matches, Music, Novelties, Nuts of all Kinds, Parking Meters, Pay Toilet Locks, Perfume, Pencils, Picture, Photo-makers, Post Cards, Sanitary Napkins, Skill and Amusement Games, both Counter and Table Type, Toys, Timing Devices, Toilet Articles, and many others.

And don't forget that suppliers of merchandise for use in the manufacture and operation of machines will have their latest products on display. It is of especial importance that operators, jobbers and distributors keep informed of all products suitable for use in connection with coin-operated machines.

Information is one of the keywords to success in any business, and no one interested in the Coin Machine Industry in any form should fail to attend this Show.

As a guarantee of the potential advantages to be gained, consider the following list of exhibitors covering every branch and phase of the Coin Machine Industry:

LIST OF EXHIBITORS

Acme Sales Co., New York City.
A. B. T. Mfg. Corp., Chicago.
Acme F. and M. Co., Chicago.
Advance Machine Co., Chicago.
Art Cabinet Sales Co., Cleveland, Ohio.
Atlas Novelty Co., Chicago.
Automatic Age, Chicago.
Automatic Games, Chicago.
Automatic World, Fort Worth, Texas.
Baker Novelty Co., Inc., Chicago.
Bally Mfg. Co., Chicago.
Bearse Mfg. Co., Chicago.
Bell Lock Distributors (Div. of Automatic Instrument Co.), Grand Rapids, Mich.
The Billboard, Cincinnati, Ohio.
Blackhawk Mfg. Co., Chicago.
Block Marble Co., Philadelphia, Pa.
Burel & Co., Chicago.
Central Stand Mfg. Co., Chicago.
Chicago Coin Machine Mfg. Co., Chicago.
Chicago Lock Co., Chicago.
Cinematone Corp., Hollywood, Calif.
Coan-Sletteland Co., Madison, Wis.
Coin Machine Journal, Inc., Chicago.
Columbia Recording Corp., Bridgeport, Conn.
The Daval Co., Inc., Chicago.
Decca Distributing Corp., Chicago.
DuGrenier Sales Corp., New York City.
H. C. Evans & Co., Chicago.
Exhibit Supply Co., Chicago.
Philip Florin, Inc., New York City.
Gardner & Co., Chicago.
Gay Games, Inc., Chicago.
Gear Specialties, Inc., Chicago.
Genco, Inc., Chicago.
General Sales Machine Co., St. Louis, Mo.
Gerber & Glass, Chicago.
John N. Germack, Detroit, Mich.
Gold Star Mfg. Co., Dearborn, Mich.
D. Gottlieb & Co., Chicago.
Grand National Sales Co., Chicago.
Groetchen Tool Co., Chicago.
Guardian Electric Mfg. Co., Chicago.
The Illinois Lock Co., Chicago.
Independent Lock Co., Chicago.
International Assn. of Auto. Elec. Phonograph Owners, Chicago.
International Mutoscope Reel Co., Inc., Long Island City, N. Y.
Jacobs Novelty Co., Stevens Point, Wis.
O. D. Jennings & Co., Chicago.
C. R. Kirk & Co., Chicago.
Malkin-Illion Corp., Newark, N. J.
Markepp Co., Cleveland, Ohio.
Matchless Electric Co., Chicago.
Metropolitan Amusement Co., Yonkers, N. Y.
Modern Machines, Inc., Chicago.
National Slug Rejectors, Inc., St. Louis, Mo.
National Vendors, Inc., St. Louis, Mo.
Hecht Nielsen, Chicago.
Northwestern Corp., Morris, Ill.
George Ponser Co. of N. Y., Inc., New York City.
D. A. Pachter Co., Chicago.
Pan Confection Factory, Chicago.
Pioneer Springless Scale Co., Chicago.
Permo Products Corp., Chicago.
Odom Coin Machine Exchange, Chicago.
R. C. A. Mfg. Co., Inc., Camden, N. J.
Rock-Ola Mfg. Corp., Chicago.
Rodney Pantages, Inc., Hollywood, Calif.
Rowe Mfg. Co., Inc., Belleville, N. J.
Royal Distributing Co., Philadelphia, Pa.
Sanitary Soft Drinks, Inc., New York City.
Scientific Machine Corp., Brooklyn, N. Y.
Shipman Mfg. Co., Los Angeles, Calif.
N. Shure Co., Chicago.
Shyvers Mfg. Co., Chicago.
Stark Novelty Co., Canton, Ohio.
Stoner Corp., Aurora, Ill.
Stratford Games, Chicago.
Superior Products Inc., Chicago.
Trimount Coin Machine Co., Boston, Mass.
U-Need-A-Pak Products Corp., Brooklyn, N. Y.
U. S. Record Corp., New York City.
Universal Mfg. Co., Kansas City, Mo.
Universal Vendors Corp., Columbus, Ohio.
Thomas A. Walsh Mfg. Co., Omaha, Neb.
Watling Mfg. Co., Chicago.
W. W. Wilcox Mfg. Co., Chicago.
Western Products, Inc., Chicago.
Gam Sales, Chicago.
Container Mfg. Corp., St. Louis, Mo.

A native of a Western town which had had a remarkable boom some years ago moved away and he happened to run across one of his old neighbors when they were both on a trip to Washington recently. The first man asked the second how things were in the old home town. The friend replied: "You can't imagine how dull they are. You remember Bill Watson? Well, he dropped dead in front of the post office Sunday and they didn't find the body until Thursday."

Tolerance

DR. PRESTON BRADLEY TO ADDRESS COIN-MEN

● Dr. Preston Bradley, nationally known pastor of the People's Church of Chicago and popular radio commentator, will address coin-machine men attending the 1940 Coin Machine Show, according to an official announcement released by Dave Gottlieb, president of D. Gottlieb & Company and president of Coin Machine Industries, Inc., sponsors of the Annual Coin Machine Show.

Dr. Preston Bradley, Internationally known speaker and pastor, the People's Church, Chicago, will address coin machine Home Coming Luncheon on Tolerance. Talk will be broadcast over Radio Station WJJD.

The 1940 Coin Machine Show, in accordance with the tradition of many years, will be held at the Sherman Hotel, Chicago, January 15, 16, 17, 18, 1940. All divisions of the industry—representing service and merchandise equipment, music equipment, amusement equipment and allied products—have joined forces to insure the success of the ONE AND ONLY 1940 SHOW, which is expected to surpass all previous Shows in attendance, in variety and profusion of new products on display and in entertainment features.

Dr. Bradley's address on Monday January 15 will directly follow the "Home-Coming" Luncheon, so-called because Show Week at the Sherman Hotel is regarded by operators, jobbers and distributors as "Home-Coming" Week, when they renew old acquaintances and gain new friends. The subject selected for discussion by Dr. Bradley is "Tolerance," and his address will be broadcast over Station WJJD from 1:30 to 2:00 P.M.

Discussing Dr. Bradley's appearance before the coin-machine men of America, Mr. Gottlieb emphasized the fact that Dr. Bradley's subject is of particular interest to coin-machine men. "Every American," Mr. Gottlieb declared, "in fact, every honest human being, is aware of the crying need for Tolerance in the world today. I am sure that Dr. Bradley's message will strengthen our faith that in the United States, at least, Tolerance will triumph over bigotry. As decent citizens, who wish only to live in peace with their fellow men, as parents who hope to see their children grow up in a free, healthy and sane atmosphere, every coin-machine man will be interested in Dr. Preston Bradley's message. As coin-machine men, they will be especially interested, because they know that Tolerance is vital to the continued development and prosperity of the coin-machine industry. Dr. Bradley's address will give us all new courage and new conviction with which to defend Tolerance as it applies to the operation of coin-operated machines."

"If I may use a phrase which is, perhaps, a bit slangy for this particular occasion, I should like to point out that our 1940 Show—in fact, the entire 1940 coin-machine year—is 'off to a good start' when an address by Dr. Bradley is the opening event of the Show. I say this because Dr. Bradley is a man of national prominence, respected by all who know him for his independence of mind and his vigor in championing what he believes to be the right.

"Dr. Preston Bradley has been pastor of the People's Church of Chicago for 27 years, and is one of the world's most forceful and convincing, as well as entertaining, speakers. A man of broad vision, winning personality and deep interest in humanitarian efforts, Dr. Bradley has an audience of more than 1,000 every Sunday in his Church, services of which are broadcast to a large radio following.

"Aside from his church work, Dr. Bradley is active in civic affairs. He is a member of the Board of Directors of the Illinois State Normal School and of the Chicago Public Library, past National President of the Izaak Walton League of America, and is associated with many other civic and humanitarian endeavors. In other words, Dr. Preston Bradley is a strong civic leader, and it is definitely an honor to have him as our guest at the 1940 Coin Machine Show. I am sure that every operator, every jobber, every distributor, every manufacturer who can possibly do so will return the honor by coming to the Show on the opening day and attending the 'Home-Coming' Luncheon. I know they will find Dr. Preston Bradley's message, not only stimulating, but profitable."

BALLY C.O.D. LIVES UP TO NAME

"C.O.D.," says George Jenkins, sales manager of Bally Mfg. Company, "is one game that really lives up to its name. Operators start collecting on delivery—or, at least, as soon as they deliver the game to their locations. And they collect plenty too—thanks to the popular three-way scoring system built into C.O.D."

"Every operator," Jenkins continued, "knows the money-making power of the famous 'spottem' idea, whereby player begins to score after all numbers are lit. And every operator also knows the repeat-play power of intermediate awards. Which explains why C.O.D. is boosting novelty profits from coast to coast. C.O.D. combines the 'spottem' idea and the intermediate idea. Player can start scoring one free game per bump, after only 9 numbers are lit; when all 12 are lit, he scores two games per bump.

"In addition, C.O.D. has the famous Growing Reserve feature, which needs no introduction to operators who cleaned up 'young fortunes' with our history-making Bally Reserve. C.O.D. may be operated in three ways—with reserve increasing, as play increases; with reserve set at any amount decided upon by the operator; without the reserve. This provides maximum operating flex-

WERTS FAMOUS JAR GAMES
● RO WO BO
● JAR-O-SMILES
● PICK-A-TICK
● POK-ER-BOK
● BIG LEAGUE
● REELO
● DICE GAME
WERTS NOVELTY CO., INC.
P. O. BOX 672, MUNCIE, IND.

ADVANCE VENDING MACHINES
SEND FOR CATALOGUE NO. 39
MORE THAN 100 MODELS
ADVANCE MACHINE COMPANY
4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

ibility and highest resale value.

"Best of all, C.O.D., in spite of the many features built into it, is one of the lowest price games on the market today. We were fortunate in being able to stock up on most of the parts and materials used in C.O.D. Thus, when prices began to climb, it was not necessary to reflect the increase in the C.O.D. price. C.O.D. is definitely the bargain of the year."

JENKINS IS NEW BALLY SALES CHIEF

Bally distributors attending a three-day sales parley at the Bally Mfg. Co. factory were reported as enthusiastic in their endorsement of George Jenkins' appointment as Bally sales manager, following the resignation of Jim Buckley.

"Although I introduced George as the new Bally sales manager," said Ray Moloney, president of the Bally organization, "he needs no introduction to the trade. The boys all know Jenkins and are confident he will continue in his new job to give his usual fine cooperation to the men out on the front line of sales. Responsibility for the sale of Bally's new enlarged line is a big job. But I share the trade's confidence in George Jenkins, and expect the 1939-40 season to be the biggest in Bally's history."

George Jenkins, recently appointed sales manager of Bally Mfg. Co.

Jenkins' business career has been entirely in the field of sales and sales promotion. He was formerly secretary-treasurer of Central Amesite Mfg. Co. and vice-president of Central West Construction Co., both prominent in the paving industry. He joined the Bally organization in 1935, and has gained a reputation among coin-machine men for his ability to combine aggressive salesmanship with conscientious concern for the customer.

ROLLER DERBY IN ROLLER DERBY

Carl Trippe, Ideal Novelty Co., St. Louis, reports an appropriate tie-up between location and machine—Bally's Roller Derby high-score marble game in the Ideal Roller Skating Rink which Trippe operates in Maplewood, near St. Louis.

"Roller Derby," Trippe says, "has much the same flash, action and speed of roller-skating, and seems to appeal strongly to skaters. I don't know whether it's the name or not that does the trick, but Roller Derby is getting a bigger play than any game I ever had in the rink. I guess it must be the appeal of the game, however, as all reports I've seen show it to be a real money-maker in any location."

"Yeah," said the Westerner, "we're sure plenty tough out here, stranger. Why, every time I kill a man I carve a notch on my revolver butt."

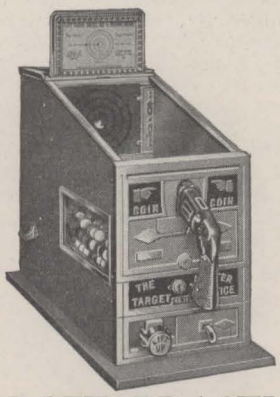
"Well," replied the stranger, "you can't scare me, for you haven't done much killing, I see. That revolver butt of your hasn't a single notch on it."

"Yeah, I know it, stranger. I have to put a new butt on every week."

"MASTER"

You'll Make Money, Too,

IF YOU OPERATE THE



TARGET PRACTICE

WRITE FOR DETAILS

The Norris Mfg. Co.

COLUMBUS, OHIO

SALE of used CIGARETTE Machines

STOP PETTY THIEVING WITH ED. BROWN'S

burglar resisting TEAR GAS device. Six years of experience has developed a sure fire protection that has saved hundreds of dollars for North Texas operators.

USED MACHINES equipped with TEAR GAS are priced as follows:

7 Column Stewart-McGuires complete with TEAR GAS $45.00

6 Column rebuilt Stewart-McGuires with TEAR GAS $22.50

Write for cost on exchange deals—repairing damaged cabinet—and TEAR GAS on new machines.

Rowe Aristocrats . . $15.00

Take Nickels and Dimes—Has 1c Matches and good slug Rejection

6 Column Rebuilt STEWART-McGuires $12.50

2 dime operation—Book Matches
14x16 Mirror—Fresh Paint

8 Column Dual-Ways $50.00

Practically New

7 Column Gorellas $15.00

2 Dime operation—Nice Looking

9 Column Du Greniers $75.00

Book Matches and 1c Box Matches

ED. BROWN, INC.

Phone 3-2229

4605 Lindsley Ave., DALLAS, TEX.

WURLITZER NEWS

TAKES OVER SOUTHWEST DISTRIBUTORSHIP

Joe Williams, of Commercial Music Co., Little Rock, Ark., and Oklahoma City, takes over the Wurlitzer distributorship for the State of Texas. The firm will establish offices in Dallas, Houston and San Antonio. Mike Hammergren, general sales manager of the Rudolph Wurlitzer Co., stands in back as Williams signs. Herb Wedewen, left, of Wurlitzer's Dallas credit office, and R. S. (Bob) Bleekman, recently appointed Wurlitzer district manager for Texas, look on approvingly.

GUESTS WITH THEIR HOST

Some of the people who made Banner's Pittsburgh opening a significant event in coin machine history. Left to right: Phil Adams of Adams Bros., New Kensington, Pennsylvania, Wurlitzer Operators; Miss Adams; Bob Connor, Wurlitzer Advertising Manager; Harry Rosenthal, head of Banner Specialty Company's Pittsburgh offices; and John Schwartz, Assistant Wurlitzer Sales Manager.

CENTURY CLUB MEMBERS FIND WURLITZER PLAN PROFITABLE

F. P. Carter and R. H. Snyder, who operate in Los Angeles as the Carter Music Company, have considerably increased their route and profits with 500 and 600 models, working the Wurlitzer Modernization Plan.

This company is one of the outstanding proofs of the old adage that great oaks from little acorns grow. Mr. Carter was formerly salesman for a local envelope company. He conceived the idea of increasing his income by establishing Wurlitzers along his route and was one of the first purchasers of Wurlitzers in California. That was in 1936. In a few months he was able to resign his position as envelope salesman and go into the phonograph business in earnest. In no time at all he was a Century Club Member.

SHOW RESERVATIONS

● Jim Gilmore, Show Manager, is anxious to have you make your reservation in advance. Read instructions below and act NOW!

Register in advance for our Show—for every advance registration received in our office up to and including January 10 we will have your badge of admission awaiting your call at our Registration Desk in the lobby of Hotel Sherman. Our Registration Desk will be opened at 10:00 A. M., Sunday, January 14.

There will be no charge for registration or admission after January 10 or during the Show. If you are not registered in advance, however, you will be required to clearly identify yourself as connected with the coin machine industry in such capacity as to entitle you to admission to the Show.

You will save your time and ours by registering in advance—DO IT NOW—use the Registration Form below—mail it in all filled out and then call for your badge of admission at our Registration Desk on your arrival. I'll be looking for you.

Sincerely,

JAMES A. GILMORE,
Secretary-Manager.

CLIP AND MAIL

ADVANCE REGISTRATION AT HOTEL SHERMAN, CHICAGO JANUARY 15, 16, 17 AND 18, 1940

(To be used Only by Qualified Operators, Distributors, and Jobbers of Coin-operated Machines)

Please write or print plainly and in full

Name .....

Address ..... City and State.....

Classification: Operator .....
Distributor .....
Jobber .....

Types of Machines: Amusement .....
Merchandise .....
Scales .....
Music .....
Other types .....

I buy from (Name Two).....

.....

Please enclose letterhead or business card as identification.

Date ..... Signed by .....

You may use this to register others of your firm if you like. List names below.

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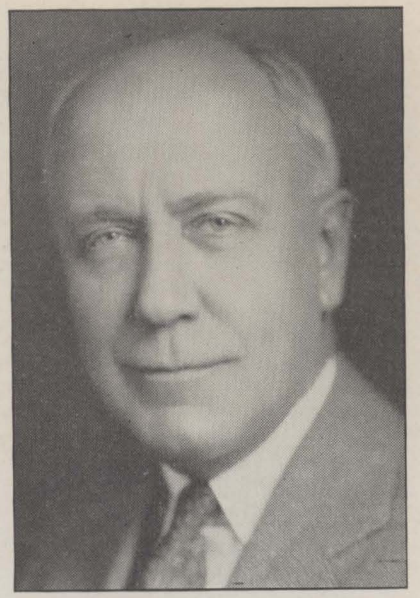


HEY FELLOWS—LISTEN!!! YOU GUYS THAT AIN'T DONE IT YET

● Two things necessary to be done to contribute to your comfort and save you time while you are attending the Convention and Coin Machine Show are

Reserve Your Hotel Room
and
Mail in Your Registration for the Show.

Only one Coin Machine Show means everything and everyone in the Coin Machine Industry will be in Chicago, Home Coming Week, January 15, 16, 17, and 18, 1940.

Honest to goodness, I pledge you my word for it, this is to be the biggest and best Show with the largest attendance of Operators, Distributors and Jobbers that has ever been known. Reports come to us through various sources from everywhere in the United States that everyone is talking about it and everyone is coming—they all understand it is to be ONLY ONE SHOW — SUPER COLOSSAL — BIGGER AND BETTER THAN EVER BEFORE.

Hotel Reservations

Your hotel room reservations should be made as far in advance as possible. Hotel Sherman will be all sold out long in advance. Arrangements have been made with Hotels Morrison, LaSalle, and Bismarck, all in close vicinity, to take care of the overflow.

Please take this advice seriously—if you have not made your hotel room reservation—DO IT NOW—either direct with Hotel Sherman or through my office if you prefer. If you want us to take care of it for you, be sure to specify just what kind of room or rooms you want and the price you wish to pay—we'll do the best we can to have you comfortable and contented.

WANT ADS

5c a Word Cash With Copy

JOBBERS WRITE US
Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

500—1c SNACKS three compartment Vendors—like new—equipped with latest adjuster for merchandise compartment $11.95 each—25 or more $10.95 each. BUREL & CO., Inc., 679 Orleans, Chicago. (Dec.)

200 BRAND NEW two column 1c vendors, never unpacked, $7.50 each. Formerly $18.50 each. BUREL & CO., Inc., 679 Orleans, Chicago. (Dec.)

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

WE FURNISH ALL TYPES OF TOKENS or checks for pin games or payout tables, slot machines, etc. Mailing lists compiled, coin counter, name plates. Write for circulars and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill.

SCALES—PENNY SCALES BOUGHT, SOLD, repaired, exchanged. Also vending machines of all kinds. Write us what you have. Silent Selling Co., Marion, Indiana. (Reg)

COIN WRAPPERS—TUBULAR, 1c, 5c, 10c & 25c, guaranteed heavy paper. 45c a thousand in 25,000 lots. 60c single thousand. Accurate Penny Coin Counters, heavy aluminum $1.00. Jobbers write for quotations. —Hecht Nielsen, 1322 Congress St., Chicago, Ill. (Dec)

WANTED TO BUY — USED 1c Master Vending Machines. Write, Ed Sluder & Co., 6141 Vanderbilt St., Dallas, Texas.

FOR SALE—FOUR LOBOY Scales, like new, $25.00 each. One Hamilton, like new, $15.00. Roy Dean, Onawa, Iowa.

PHONOGRAPH INSURANCE PLAN for Operators. H. R. Sellars at Paducah, Kentucky just paid $260.00, for his claim. Write today for details. Music Merchant Exchange., 666 Lake Shore Drive, Chicago, Ill.

SCALES WANTED—WATLING, Large old style models preferred—Give full description, condition and lowest Cash price. Babe Levy, 2830-10th Court So. B6—Birmingham, Ala. (Apr.)

CAPEHART 10 RECORD ORCHESTROPE, used three months, $75.00. Rowe Imperial Cigarette Machine, 8 column, change-maker, Cabinet-stand, perfect condition $50.00; Dalton Adding Machine $35.00. Owner 1907 McMillan, Dallas, Texas.

FOR SALE—I HAVE ONE HUNDRED Mills Blue Fronts Bells. All late Numbers, and look same as new. 5c or 25c. 10 machines $30.00 each Fob. Richmond, Texas. 50 machines or more $25.00 each. B. C. McKnight, P. O. Box 186, Richmond, Texas.

FOR SALE—GALLOPING DOMINOES, Bangtails, 1938 and 1939 models Mills Slots, Blue Fronts, Brown Front, War Eagles, Q. Ts, Vest Pocket Bells. Anything you need in the way of coin machines. We buy sell or trade.
STAR COIN MACHINE CO.,
1500 W. 25th St. Fort Worth, Tex.

F. C. EWING CO.
The Operator's Friend
Triple Cleaned No. 1 Spanish
PEANUTS, 1939 CROP
The Nuts With a Flavor
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grades for Vending Machines
WRITE FOR PRICES
1414-16 E. Lancaster. P. O. Box 851
Phone 2-8648
FORT WORTH, TEXAS

BALLY GOLD CUP PRODUCTION BOOSTED

Continued demand for free play multiple games has compelled Bally Mfg. Company to increase production of their Gold Cup, according to George Jenkins, Bally sales manager.

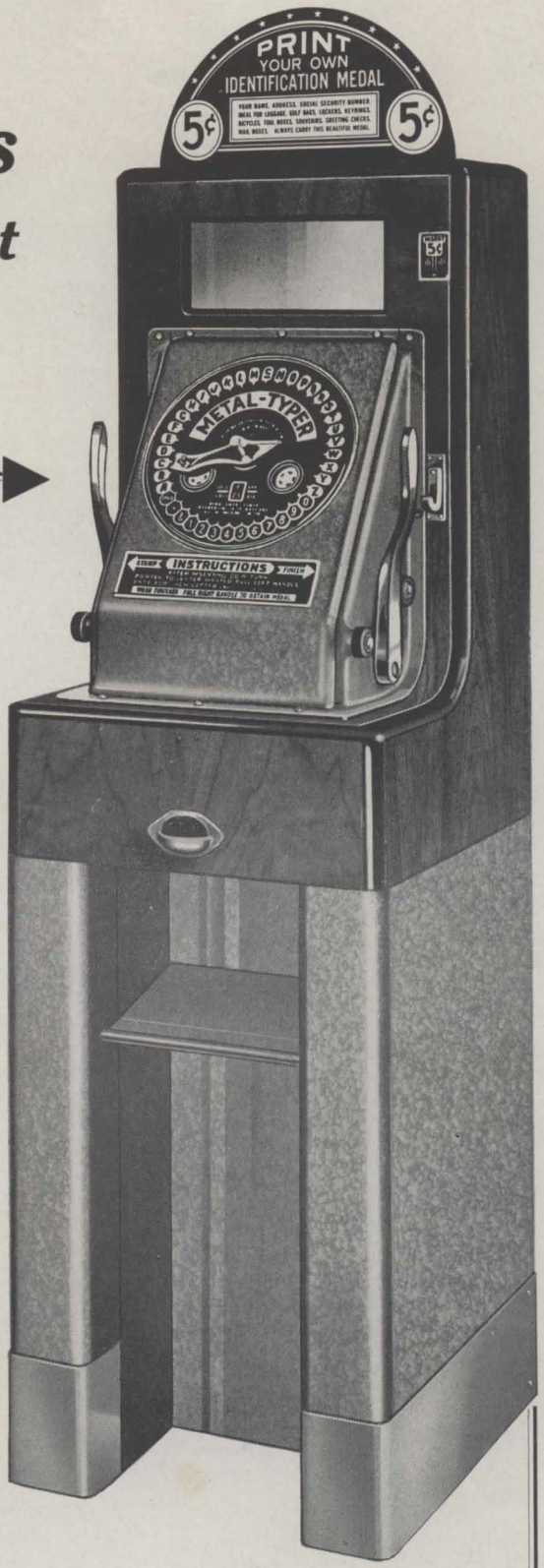
"Although we've been building Gold Cups right along for about three months," Jenkins said, "the demand keeps climbing. With the Bally Alley bowling game and Bull's Eye ray-gun now in mass production, it's a man-size job to meet the demand for Gold Cup. However, Bally will do the job and get Gold Cups to operators as fast as humanly possible.

"One factor which has greatly stimulated sales is the fact that Gold Cup is now one hundred per cent free play. The Gold Medal token used in early model machines has been eliminated and Gold Medal winners release the coin chute for free play, exactly the same as other winners. This improvement has opened much new territory to Gold Cup. Also the console model, as well as the table model, can now be operated with any number of balls, from 1 to 5.

"The most amazing thing about Gold Cup is the fact that it is proving a sensational money-maker, not only in free play territory, but also in payout territory, where in many instances Gold Cup is earning more than pay-tables. And reports from operators indicate no drop off in collections even after 60 to 90 days on location. In other words, as far as earning power and long life on location is concerned, Gold Cup is the Grandstand of the free play class."

BERT PERKINS, assistant sales manager of Bally Mfg. Co., demonstrates Bally Alley bowling game to a group of distributors. From left to right: Dan Hawley, of Cleveland; H. G. House, of Louisville; Ken Wilkinson, of San Antonio; Meyer Marcus, of Cleveland; Sam May, of San Antonio; Joe Ostro, of Cleveland, and Bert Perkins.

Metal Typer Taps
NEW Sources of Profit
for You!



This Simple Mechanism is the Reason

YES, here's the reason for METAL TYPER'S amazing success. This simple mechanism draws the youngsters as well as the grownups. It is so easy for anyone, and everyone, to press out permanent tokens of identification, remembrance or novelty.

Metal Typer's novel appeal provides amusement and thrilling satisfaction to players young and old. It is the one service machine that draws steady repeat play.

Get Our Operating Plan

We have an operating plan that enables you to build a successful profitable business with a limited investment. In addition to its many special features and advantages Metal Typer is strictly legal, in every way, everywhere.

What is more—there is ONLY ONE Metal Typer, hence no competition. Can any other operation, no matter how good, measure up to these qualifications. Remember, Metal Typer is GROETCHEN BUILT, assuring trouble-free play for many years to come.

This distinctive play compelling machine is welcome in station and bus lobbies, and waiting rooms, hotels, office buildings, scenic spots, schools, piers, beaches, swimming pools, amusement centers, auditoriums, gymnasiums, observatories, factories and scores of public places.

Write today, and learn how you, too, can make money with this outstanding machine.

GROETCHEN TOOL COMPANY

124 NO. UNION ST. CHICAGO, ILLINOIS

Northwestern

FLASH!!

Northwestern New Model 33

PROFIT BOOSTER

- A Separate unit attachable to ALL Model 33's. Each penny inserted in peanut machine gives the customers a chance through skill to receive their penny back.
- On test locations this attachable unit has increased earnings from 20 to 30% and in some cases even 50%.

Furnished in a variety of colors. Price, $4.25 F.O.B. Dallas.

NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39. You can now order our Model 39 Bell, which is going to be the talk of the industry. Bell rings and customer gets penny back on every tenth play. Model 39 Bell will boost your sales, pep up your locations and ring up bigger profits. Write for complete details on this new model, or, better still, order a sample. This model is slightly higher.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL FIND THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

TRADE-INS ON ALL TYPES OF PENNY VENDERS. SEND US A LIST OF WHAT YOU HAVE AND WE WILL NOTIFY YOU OUR ALLOWANCE.

SPECIAL 26 POUND STAND $1.75

USED VENDERS IN TIP-TOP CONDITION

42—No. 33 Porcelain, 4 months old	$5.00 Each
10—No. 33 Porcelain, Excellent Condition	4.50 Each
5—Model "M" Porcelain COLUMBUS	3.50 Each
5—Model "A" Lacquer COLUMBUS	2.50 Each
10—De Luxe Red Porcelain	7.50 Each
2—Triselectors, Like New	17.50 Each
25—Model 33 Ball Gum Venders practically new	5.00 Each
30—Used Cylinder Locks	.35 Each

Get prices and samples on our CHEF brand Spanish and Jumbo peanuts, Cashews and Boston Baked Beans.

WRITE—WIRE—PHONE—OR COME SEE US

FOLSOM & BROWN

2206 SOUTH HARWOOD PHONE 4-6131 DALLAS, TEXAS